

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WBRC - TV Birmingham, AL

Date:

10/09/2012

I, Chris Brimer,being/on behalf of: Vance, Bob, a legallyqualified candidate of the Democrat politicalparty for the office of: State Supreme Court - Chief Justicein the Generalelection to be held on: 11/06/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

SEE ATTACHED

Date of First Broadcast: 10/10/2012

Date of Last Broadcast: 10/16/2012

Total Charges: \$*****16,405.00 NET



For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

SEE ATTACHED

I represent that the payment for the above described broadcast time has been furnished by:

Committee to Elect Bob Vance Chief Justice

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Bob Vance, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/09/2012

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

DAVE DUNCAN

Printed Name

GSM

Title



Date: 10/9/201

#L#6367199
834042

Flight runs
10/15-10/16 only
as day specific -
100% : 605

Committee to Elect Bob Vance Chief Justice

Date: 10/9/201

Client: Committee to Elect Bob Vance Ch
 Media: TV Flight Start Date: 10/10/2012
 Product: General Flight End Date: 10/16/2012
 Primary Demo: Adults 35+

Line	Daypart	COST	NET	Days							Total Spots
				Dur	10/10	10/11	10/12	10/13	10/14	10/15	10/16

Birmingham
 WBRC-TV

Signature: _____
 (Please Sign and Return)



ORDER

Order Sep 00:15:00

Product

Estimate #

Contract / Revision 834042 /

ELECT BOB VANCE CJ

Alt Order # 6367199

Original Date / Revision
10/09/12 10/10/12

Agency Com	15%
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Billing Type Cash

Billing Contact

Order Type	Political
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Advertiser **Poli/ B Vance/D/JUG/AL**

Billing Cycle WEEKLY

**25 Whitlock Place SW Suite 201
Marietta, GA 30064**

Billing Calendar BROADCAST

Agency **LUC Media**

Demographic A35+

Buying Contact **Chris Brimer**

Sales Office T-ATL

Rev Codes	Agency	Political	Pol-Candid
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**25 Whitlock Place SW Suite 201
Marietta, GA 30064**

Sales Region National

Product Codes PL150

Agency Ref

Priority P 3

Advertiser Ref

Primary Account Executive
Rick Richardson-Cox

Account Executive	Order%	Start Date	End Date
Rick Richardson-Cox	100%		

Order Share 39% Market Value 49487

Competing Station	% of Order	Amount
WABM	%	0
WBIQ	%	0
WBMA	28%	13856
WBRCb	%	0
WCFT	%	0
WCIQ	%	0
WDBB	%	0
WIAT	18%	8907
WJRD	%	0
WJSU	%	0
WPXH	%	0
WTJP	%	0
WTTT	%	0
WVTM	15%	7423

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	25	\$16,405.00	\$19,300.00	0.00	10/08/12	10/14/12	16	\$10,183.00	\$11,980.00
Totals	25	\$16,405.00	\$19,300.00	0.00	10/15/12	10/21/12	9	\$6,222.00	\$7,320.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WBRC	10/10/12	10/16/12	Good Day Alabama 7-9am GDA 7-9am	Comm	7-9am	11111--	1:00	5	\$460.00	P 3	0.00	NM	5	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--111--		3				\$460.00		0.00			
		Week: 10/15/12	10/21/12	11-----		2				\$460.00		0.00			
N 2	WBRC	10/13/12	10/13/12	Saturday Morning NewsComm Saturday Morning News	Comm	7-9am	-----1-	1:00	1	\$320.00	P 3	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WBRC-TV

Print Date: 10/10/12

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Contract / Revision **834042** Flight Dates **10/10/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/10/12

Order Sep 00:15:00

Advertiser **Poli/ B Vance/D/JUG/AL** Product **ELECT BOB VANCE CJ**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WBRC	10/13/12	10/13/12	Saturday Morning NewsComm	7-9am		-----1-	1:00	1	\$320.00	P 3	0.00	NM	1	\$320.00
Saturday Morning News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-					1	\$320.00		0.00			
N 3	WBRC	10/14/12	10/14/12	Sunday Morning News Comm	7-9am		-----2	1:00	2	\$300.00	P 3	0.00	NM	2	\$600.00
Sunday Morning News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----2					2	\$300.00		0.00			
N 4	WBRC	10/15/12	10/15/12	Noon News	Comm	12-1pm	1-----	1:00	1	\$300.00	P 3	0.00	NM	1	\$300.00
Noon News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$300.00		0.00			
N 5	WBRC	10/11/12	10/15/12	5pm News	Comm	5-530pm	1--1---	1:00	2	\$950.00	P 3	0.00	NM	2	\$1,900.00
5pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---1---					1	\$950.00		0.00			
Week:		10/15/12	10/21/12	1-----					1	\$950.00		0.00			
N 6	WBRC	10/10/12	10/16/12	530pm News	Comm	530-6pm	-11-1--	1:00	3	\$950.00	P 3	0.00	NM	3	\$2,850.00
530pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--1-1--					2	\$950.00		0.00			
Week:		10/15/12	10/21/12	-1-----					1	\$950.00		0.00			
N 7	WBRC	10/10/12	10/16/12	6pm News	Comm	6-630pm	11111--	1:00	5	\$1,000.00	P 3	0.00	NM	5	\$5,000.00
6pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--111--					3	\$1,000.00		0.00			
Week:		10/15/12	10/21/12	11-----					2	\$1,000.00		0.00			
N 8	WBRC	10/11/12	10/15/12	MF 9pm News	Comm	9-930pm	1--11--	1:00	3	\$1,150.00	P 3	0.00	NM	3	\$3,450.00
M-F 9pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---11--					2	\$1,150.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WBRC	10/08/12-10/14/12		MF 9pm News	9-930pm		---ThF----	1:00		(\$1,150.00)		0.00	NM		
See MG 8.5															
[Program Change]															
5	WBRC	10/11/12-10/11/12		MF 930pm News	930-10pm		---Th-----	1:00		\$1,150.00		0.00	NM		
Ⓜ MG for 8.2 10/11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$1,150.00		0.00			
N 9	WBRC	10/13/12	10/13/12	Sat 930pm News	Comm	930-10pm	-----1-	1:00	1	\$480.00	P 3	0.00	NM	1	\$480.00
Sat 930pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-					1	\$480.00		0.00			
N 10	WBRC	10/11/12	10/15/12	MF 10pm News	Comm	10-1035pm	1--1---	1:00	2	\$1,050.00	P 3	0.00	NM	2	\$2,100.00
M-F 10pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---1---					1	\$1,050.00		0.00			
Week:		10/15/12	10/21/12	1-----					1	\$1,050.00		0.00			
														Totals	25 \$19,300.00